A

PROJECT REPORT

ON

"TO STUDY CUSTOMER RELATIONSHIP MANAGEMENT WITH REFERNCE TO NEW PHALTAN SUGAR WORKS Ltd. (SAKHARWADI, PHALTAN)"

SUBMITTED To

SHIVAJI UNIVERSITY, KOLHAPUR

IN THE PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION.

SUBMITTED BY

MR. GANESH S. NALE

UNDER THE GUIDANCE

ASST. PROF. MISS. S. N. JAGTAP

B.Pharm, MBA (MARKETING)

THROUGH,

THE DIRECTOR

SHRIMANT JAYSHREEMALADEVI NAIKE-NIMBALKAR

INSTITUTE OF MANAGEMENT STUDIES, PHALTAN

2011-2012

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(2010-2012)

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Telephone : (02160) : 254142
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Telegram : ' SAKHAR' Sakharwadi
E-mail - newphaltan@gmail.com

NEW PHALTAN SUGAR WORKS LTD.

SAKHARWADI, Tal. Phaltan,
Dist. Satara, Pin. 415 522.

Ref. 26|78|1950

Date : 1/08/ 2011

CERTIFICATE

This is to certify that, **Mr. NALE GANESH SHRIRANG**, MBA Student of Shivaji University was successfully completed his project report on **CUSTOMER RELATIONSHIP MANAGEMENT** in sugar industry.

He has satisfactory carried out the project work for 50 days during June 2011 to July 2011 in our organization. During this period his work attendance was good & he shown keep interest in learning.

(Pralhad G. Salunkhe-Patil)
Chairman & Managing Director
New Phaltan Sugar Works Ltd.

Place: Sakharwadi
Date: 1st August 2011.

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Krishna Foundation Malkapur-Karad's
SHRIMANT JAYSHRIMALADEVI NAIK-NIMBALKAR
INSTITUTE OF MANAGEMENT STUDIES, PHALTAN.
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KFM / SJNNM /705/ 2011 - 12 Date . : 04 / 06 / 2012

TO WHOMSOEVER IT MAY CONCERN

This is to certify that, **Mr. Nale Ganesh Shrirang** has completed his project report on **"Customer relationship Management In Sugar Industry"** with reference to, **New Phaltan Sugar Works Ltd, Sakharwadi.** In partial fulfillment of MBA program during the academic year 2010-12. The project work is of original nature and not copied from any other earlier project work and further no part has been submitted to any university for partial fulfillment conditions for passing any examination.

His observations and conclusions are based on data collected by him during in plant training.

Place:- Phaltan

Date: -

Prof. Miss. S. N. Jagtap
(Project Guide)

Dr. Karne.S.S
Director

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Executive Summary

Progress in agricultural sector is a priority not only for ascertaining the availability of food in food in future but also new generation need sin future but also new generation need display the mental strength to accept challenge in agricultural industry.

Sugar industry is most important industry among the various agro-based industries in Maharashtra approximately 2.5 core of people in rural area is dependent on this industry. Almost Rs.2200 core worth revenue is collected from the sugar industry alone.

Hence selected topics customer relationship management in new Phaltan sugar works .Ltd secreted area customer relationship in between farmer and company the customer retention process& its efficiency in between customer and company this objectives of project after projects started new Phaltan sugar works .Ltd this directly sale sugar customer and trader this area company work Phaltan taluka this sample location projects written questionnaires asking question in surveying research in company area work in after my area is new Phaltan sugar works .Ltd

few suggestion given in project based research works the mostly important customer feedback better way the company can communication & develop stronger customer bonding by providing social & financial benefits the company should be flexible to bond it's rules & produces in the client's favors

After complete researcher CRM vast topics which topics which having so much Importance Company point of view.

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DECLARATION

To,

The Director,

Shrimant Jayshreemaladevi Naik-Nimabalkar

Institute of Management studies Phaltan -415523

Respected Sir,

We undersigned hereby declare that the project report entitled CRM under the guidance of Miss, S. N. Jagtap and submitted to Shivaji University Kolhapur for the partial fulfillment of the requirement of the award of degree of matter of business administrative (Sem-IV)

The empirical findings in the report are based on the data collected by us preparing project report we have not copied from any report, we understand that any coping is liable to punish in a way the University authorities deem fit.

Place-Phaltan

Date- 25/05/2012

Yours Sincerely

Mr. Nale Ganesh S.

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Chapter-1

INTRODUCTION

1.1 INTRODUCTION TO CRM:-

All the organization goals can be achieved through systematic study of markets and appraisals of customer centric process. The company needs to establish effective CRM strategies. The business can't control pace of technology economy its competitions but it can surely control the way it manages interaction with its customers.

In the contemporary business environment of ever increases competition and higher cost of acquiring new customers. The business strategy has shifted to customer retention with this shift; a new emphasis is being place in order to ensure that the customers satisfied with the past performance of the supplier will be able to meet his future requirement.

The more comfort and confidence a supplier is able to provide to the customer, the higher will be the chances of customer, the higher will be chances of customer retention with no adverse effect on business and profitability. This is essentially guiding principle of customer relation management. The concept of CRM is still evolving and there is need for focused and properly structured course material on the subject.

The concept of CRM beings with understanding the needs and behavior of the customers. Until they are known, the supplier cannot make focused efforts to fulfill them. A little more appreciation of customer behavior and of his needs by the supplier would have ensured that these customers would have remained loyal.

Customer satisfaction, loyalty, service, and complaint management and the essential facet of CRM. In order to manage this factor it is necessary to device suitable strategy to measure them

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1.2 Management Problem: –

CRM is strategy that focus on building strong relationships' with customers & potential customer for creating & maintain a loyal customer base customer relationship management (CRM)work across all departments to farmer size customer centric thinking customer relationship management reducing costs. Increasing efficiency &improve customer satisfaction.

1) Sugar business sale aspects cover all Govt. Control, The protection to farmer & consumer has been Consistency.
2) Newphaltansugarworks.pvt.ltd Customer more demanding on quality & Service.

1.3 Statement Research Problem:-

"To study customer relationship management with reference to new Phaltan sugar works. Ltd" (Sakharwadi, Phaltan)

1.4 IMPORANCE OF CRM:-

Customer Relationship management is the strongest and the most efficient approach in maintaining and creating relationships with customers. Customer relationship management is not only pure business but also ideate strong personal bonding within people. Development of this type of bonding drives the business to new levels of success.

Looking at some broader perspectives given as below we can easily determine why a CRM System is always important for an organization.

1. A CRM system consists of a historical view and analysis of all the acquired or to be acquired customers. This helps in reduced searching and correlating customers and to foresee customer needs effectively and increase business.
2. CRM contains each and every bit of details of a customer, hence it is very easy for track a customer accordingly and can be used to determine which customer can be profitable and which not.

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3. In CRM system, customers are grouped according to different aspects according to the type of business they do or according to physical location and are allocated to different customer managers often called as account managers. This helps in focusing and concentrating on each and every customer separately.
4. A CRM system is not only used to deal with the existing customers but is also useful in acquiring new customers. The process first starts with identifying a customer and maintaining all the corresponding details into the CRM system which is also called an 'Opportunity of Business'. The Sales and Field representatives then try getting business out of these customers by sophistically following up with them and converting them into a winning deal. All this is very easily and efficiently done by an integrated CRM system.
5. The strongest aspect of Customer Relationship Management is that it is very cost-effective. The advantage of decently implemented CRM system is that there is very less need of paper and manual work which requires lesser staff to manage and lesser resources to deal with. The technologies used in implementing a CRM system are also very cheap and smooth as compared to the traditional way of business.
6. All the details in CRM system is kept centralized which is available anytime on fingertips. This reduces the process time and increases productivity.
7. Efficiently dealing with all the customers and providing them what they actually need increases the customer satisfaction. This increases the chance of getting more business which ultimately enhances turnover and profit.
8. If the customer is satisfied they will always be loyal to you and will remain in business forever resulting in increasing customer base and ultimately enhancing net growth of business.

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1.5 Scope of study: -

Today the customers are very important to every organization & they always try to keep them, for this customer relationship management can help us.

1. Target your direct marketing efforts.

2. To develop new pricing models.

3. To mange logistics & supply chain more efficiency.

4. Capture relevant product & service behavior data.

5. Taking into consideration all this customer relationship management strategies the researcher has recommended the valuable suggestions which would be more helpful to new Phaltan sugar.ltd for their developing business.

COMPANY PROFILE

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CHAPTER-2

COMPANY PROFILE

2.1 Name of company:-

New Phaltan Sugar works.Ltd. Sakharwadi

2.1.1Address of the company

New Phaltan sugar works .Ltd. Sakharwadi

Tal- Phaltan Dist- Satara

Pin- 415523

Ph. office (02160)254142

Website: - www.newphaltansugar.com

Email: - newphaltan@gmail.com

Today with the constant impact of technology, social political & economic change an organization is required to achieve Flespbipty in using human resources effectively.

New Phaltan sugar works was established 1974 in Phaltan,

This company has developed strong relationship with customers who required an understanding of the capabilities & resource of different groups as well as needs, goals & desires.

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CHAPTER-3

AIM & OBJECTIVE

3.1 AIM OF CRM:-

"To study customer relationship management with to reference new Phaltan sugar works.Ltd" (Sakharwadi, Phaltan)

3.2 OBJECTIVES OF STUDY:-

1) To study customer relationship Management with reference New Phaltan sugarworks.ltd
2) To study the customer satisfaction level.
3) To provide better customer loyalty programmed
4) To study the customer retention process & its efficiency
5) To study customer behavior when special offers are provided.

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CHAPTER 6

DATA ANALYSIS & INTERPRETATION

INTRODUCTION:-

It gives the information about the framework adopted for the study of the project undertaken. It includes need, objective, scope and sample design methodology and limitation of study of the project.

A) Need:-

The subject like customer relationship management gives prime attention towards effective management.

B) Statement of The Problem:

The present information gives detailed information the sugar industry is basically Important Customer relationship management. In New phaltan sugar works. Ltd though this study we are going to identify the importance of CRM in sugar industry how it is benefit from CRM is there any relevance of implementing CRM; these for statement of problem is CRM with special defense to New Phaltan sugar works.Ltd.

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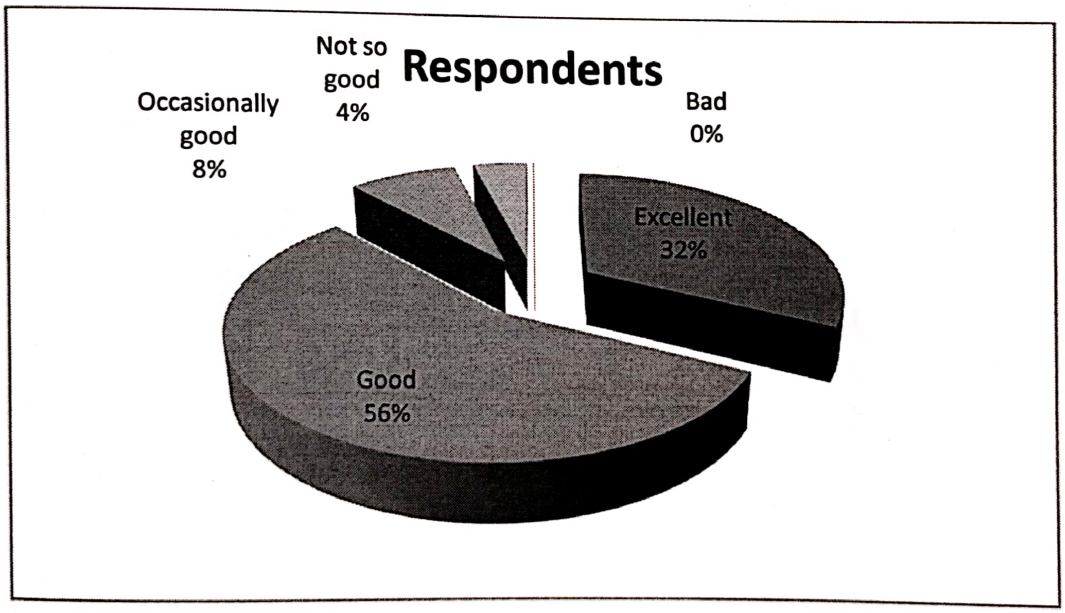
DATA INTERPRETATION

TABLE NO.6.2.1 Table showing responses of customers about new Phaltan sugar. Ltd

Response	Respondents	Percentage
Excellent	16	32
Good	28	56
Occasionally good	4	8
Not so good	2	4
Bad	0	0

(Source Primary Data)

Graphical Representation:-



From pie chart 6.2.1

Interference:-

Pie showing the customer's responses about the company 32% customer's response was very good 56% customer response was good, 8% customer's response was occasionally good, and response of 4 % customers was not so good towards the company.

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TABLE NO.6.2.2

Table showing the New Phaltan Sugar works.Ltd.

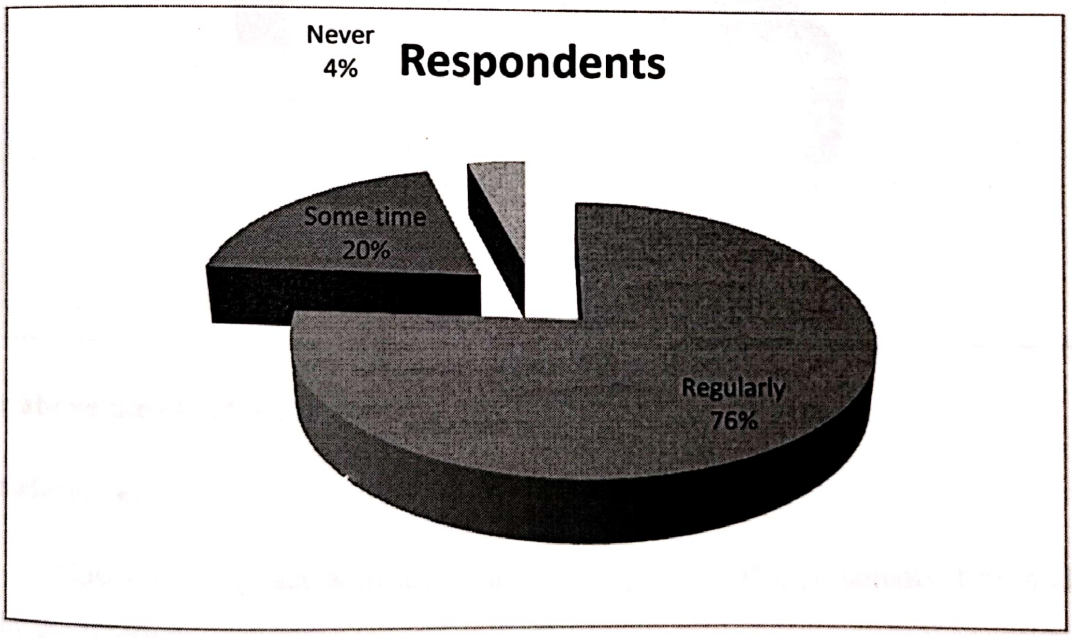
Non business relationship with customers (Like Greeting card on special occasion).

Responses of customers about new Phaltan sugar works.Ltd.

Relationship	Respondents	Percentage
Regularly	38	76
Some time	10	20
Never	2	4

(Source: Primary Data)

Graphical representation:-



For pie chart 6.2.2

Interference:-

New Phaltan sugar works.Ltd. Maintains satisfactory non business relationship with their customers.

TABLE NO.6.2.3

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CHAPTER-7

FINDINGS

Employees of company seem to be committed & interested in their work, there is proper division of work. Authority & the responsibilities.

- Company is having good relationship with the customer.
- Company adopting the new and innovative technology in every aspect.
- The needs of the customer are dearly defined
- Customer's comments & complaints are welcomed resolved quickly & positively.
- Increasing efficiency of employer

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CHAPTER-8

SUGGESTIONS

- Customer's feedback should be taken in better way.
- Offers which are provided by company to the customers should be same for everyone.
- There should be more & more emphasis given by the company for satisfying the customers up to an apex limit by providing the utility of every penny of his money.
- The company can communicate & develop stronger customer bonding by providing social & financial benefits.
- The company should be flexible to bend its rules & procedures in the client's favors.
- Should increase the strength of customer relationship management department by hiring the competent employees.
- There should be more & more emphasis given by me company for satisfying the customer up to a apex limit by providing the utility of every penny of his money

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CONCLUSION

At last researcher found that idea conclude that majority of the of the respondents which is having so much importance from the company point of view, it is very important to company to keep or to retain the customers or to keep the loyalty of the customers to the company. To study research indicates about the gap between potential and actual CRM benefits, about CRM success and failure, minus both the positive and negative spin sometimes promoted by customer, trader, and the media

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CHAPTER-10

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QUESTIONNAIRE

STUDY OF CUSTOMER RELATIONSHIP MANAGEMENT:-

1) Name of the company :-

2) Address :-

3) How many years you are in this business?

4) How many years you are in this business with Sugar Karkhana.

5) How New Phaltan sugar.Ltd. Sakharwadi treats your company?

   a) Excellent
   b) Good
   c) Occasionally good.
   d) Not so good.
   e) Bad

6) How often New Phaltan sugar works .Ltd. Sakharwadi keeps non business relationship with you?

   (Like, Greeting on special occasions)

   a) Regularly
   b) Some times
   c) Never

7) How do you contact with New Phaltan sugar works..Ltd. Sakharwadi representatives?

   a) Personally
   b) Internet
   c) By Phone
   d) Others.

8) How do you place the order to the New Phaltan sugar works .Ltd. Sakharwadi?

   a) By Phone.
   b) By E-mail
   c) Personally
   d) By letter

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9) What kind of response do you get placing an order?

A) By phone:-

a) Excellent.

b) Good

c) Occasionally good.

d) Not so Good

e) Bad.

B) By E-mail

a) Excellent.

b) Good

c) Occasionally good.

d) Not so Good

e) Bad.

C) Personally good

a) Excellent.

b) Good

c) Occasionally good.

d) Not so Good

e) Bad.

D) By letter:-

a) Excellent.

b) Good

c) Occasionally good.

d) Not so Good

e) Bad.

10) Does New Phaltan sugar works.. Ltd. Sakharwadi representative handle your problem (If Any?)

Regarding the order quickly and satisfactory?

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a) Every time
b) Most of the time
c) Never.

11) Value of services compared with the price paid is?

a) Excellent

b) Good

c) Poor

12) Why do you prefer New Phaltan sugar works? Ltd. Sakharwadi?

a) Friendly relation.

b) On time delivery.

c) Competitive rates.

d) Safety of material.

e) Credit policy.

f) All of the above.

13) Rate your satisfaction level about New Phaltan sugar works.Ltd. Sakharwadi services.

Highest Lowe rest

5 4 3 2 1

14) What is your opinion with respect to following?

Highest Lowe rest

5 4 3 2 1

f) Relation
g) Communication
h) Response to queries
i) Information

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2.5 Product of the company: –

1) Sugar
   1) L-30
   2) M-30
   3) S-30
   4) L-31,
   5) M-31,
   6) S-31

2) Bagasse

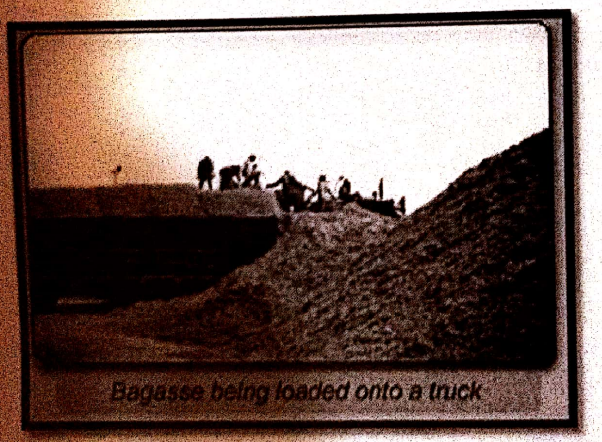
3) Molasses

4) Rectified spirit

5) Ethanol

PICTURE OF PRODUCT OF COMPANY: –

1. BAGASSE:-



Bagasse being loaded onto a truck

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